
INTEROFFICE MEMORANDUM

TO: GOVERNOR RONNIE MUSGROVE
FROM: ARMERITA TELL
SUBJECT: NORWOOD FAMILY – ASSISTANCE TO MISSISSIPPI
DATE: 3/20/2002
CC: BILL RENICK

Sonji Norwood, mother of Brandi Norwood – Grammy Nominated singer, contacted me today in order to express her interest in giving something back to Mississippi. She stressed that she was not seeking any free publicity for her children but wanted to use their fame to raise public awareness about reading in Mississippi. She suggested that she was eager to meet with you to discuss how she and her family can be most effective in organizing a statewide effort to improve reading for Mississippi's children.

Norwood suggested that she and Brandi would be in Mississippi on April 23rd in conjunction with an organization that they have already established in Pike County (the family's home county). She wants to offer the resources and publicity that her children can bring to spotlight this issue and is very interesting in coordinating her efforts with your office. This could lead to some PSA's involving you and Brandi.

I think it would be a good idea to invite Sonji and her family to the Mansion for dinner and discussion. I have tentatively placed this dinner on your schedule for 6:30 p.m. on April 22nd. You could use this opportunity to share your thoughts on their public service work in Mississippi and begin developing a personal relationship with the Norwoods that could be beneficial in our efforts to promote positive Mississippi outside of our borders.

This, coupled with the Magic Johnson appearance just 4 days earlier, will give you two big press hits on back-to-back weeks. The dinners will give you two good opportunities to share your vision and communicate your enthusiasm for a better Mississippi to people who will carry that message back to other states and important communities.

Please let me know if you would like to host such a dinner at the Mansion and I will work with Jill to make sure that arrangements are made. Thank You.